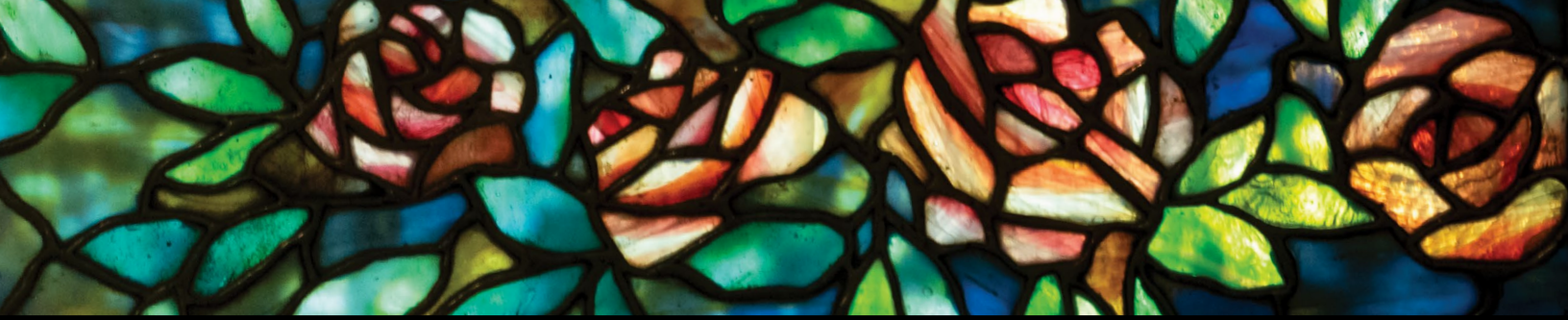


2023 YEAR IN REVIEW

Women Leading Through Philanthropy



American Red Cross
Tiffany Circle



A Message from the Co-Chairs of the Tiffany Circle National Council

The American Red Cross is unwavering in its commitment to alleviate human suffering. This was an incredibly busy year for the organization, responding to climate-driven disasters like the Hawaii wildfires and Hurricane Idalia, mobilizing to meet the needs of a nationwide blood shortage, and providing aid to the International Federation of Red Cross and Red Crescent Societies (IFRC) as armed conflicts around the world escalated.

We are so proud to see how Tiffany Circle members have responded to help. Many of you supported disaster relief by making above-and-beyond financial gifts, volunteered in shelters and rolled up your sleeves to donate blood within your local communities. Thank you for your generous commitment of time, talent and treasure in support of the Red Cross mission and its role in communities across the country and around the world.

We share a deep sense of gratitude to be a part of this powerful cohort of female philanthropists — and we are grateful to have the distinct privilege to lead Tiffany Circle National Council, which guides the strategic direction and growth of this vibrant network. The Tiffany Circle is thriving, as evidenced by its continued growth this year.

As our FY23 concluded, we exceeded each of our FY20–FY23 strategic plan goals. Specifically, we:

- Grew membership to 1,215 members and retained nearly 90% of membership.
- Achieved annual revenue of \$22.98M (85% over goal).
- Exceeded our goal of \$11.9M in revenue influenced by members by 204%, with \$36.2M.
- Increased volunteerism, with 351 members recording and tracking over 32,200 hours.

We should all be proud of these extraordinary accomplishments, which have helped ensure the Red Cross can bring help and hope to millions of people in need. Your hard work and dedication to the mission have been essential to these successes.

Yours in service,



Lori O'Flaherty
Co-Chair, Tiffany Circle
National Council



Rowena Dolor Cuffe
Co-Chair, Tiffany Circle
National Council

Tiffany Circle Strategic Plan

FY24–FY25

Building on the organization's fundamental principles and critical mission, the Tiffany Circle National Council has outlined a two-year strategic plan. In partnership with division and region leaders, the Tiffany Circle has made great progress toward the following goals, which we aim to reach by June 30, 2025.

Goals



GROW TO 1,350 MEMBERS BY FY25

- Current: 1,268 members*



INCREASE YEAR-OVER-YEAR BLUE SKY DIRECT REVENUE FROM MEMBERS

- FY24: \$13M
Current: \$20,300,626 (Blue Sky: \$18,010,087; Gray Sky: \$2,290,539)*
- FY25: \$13.7M



EXPAND AND INCREASE INFLUENCED DONATIONS

- FY24: \$14.9M
Current: \$4,181,151*
- FY25: \$15.6M



INCREASE TIFFANY CIRCLE MEMBERS' ENGAGEMENT

- FY24: 30,000 hours recorded in Volunteer Connection by members
Current: 16,582 hours recorded*
- FY25: 31,000 hours recorded in Volunteer Connection by members

Tiffany Circle — Women of Action



Los Angeles Region Tiffany Circle member Jennifer McCormick practices chest compressions during the Hands-Only CPR session at the 2023 Tiffany Circle Summit.



Northern California Coastal Region Tiffany Circle member Nichole Jordan donates blood at the first annual blood drive she hosts in memory of her late brother.



North Carolina Region Tiffany Circle member and Disaster Volunteer Laura Nelson makes a plan with a fellow volunteer during a *Sound the Alarm* smoke alarm installation event in Charlotte.

*As of November 30, 2023



2023 TIFFANY CIRCLE SUMMIT: A BLUEPRINT FOR ACTION

In early October, nearly 200 Tiffany Circle members and guests gathered in Washington, D.C., for the group's 2023 Summit, celebrating the extraordinary network of women philanthropists' support of and engagement with the Red Cross mission.

Adapting Our Mission in the Face of Continuous Disasters

Among other informative and inspiring sessions, participants were moved by the fireside chat between **American Red Cross Vice President of Disaster Programs Jennifer Pipa** and **FEMA Administrator Deanne Criswell** (pictured left to right).



During their session, *Adapting Our Mission in the Face of Continuous Disasters*, they discussed how the climate crisis is increasing the frequency and intensity of disasters and how our organizations are working together to build more resilient communities in this "new normal." Specifically, Tiffany Circle members and their guests learned:

- The Red Cross is responding to nearly twice as many large disasters as we did a decade ago, launching a new disaster relief operation about every 12–14 days.
- The climate crisis is taking a heavier toll on frontline communities that are repeatedly impacted by increasing and worsening disasters.

Alongside our partner organizations, we must be prepared to meet the unique needs within each affected community. Over the next several years, the Red Cross will spend at least \$1 billion in the face of the worsening climate crisis. To learn more, visit redcross.org/climate.

Keeton and Bovender Recognized with National Tiffany Circle Awards

During the President's Luncheon at the Summit, North Carolina Region Tiffany Circle member **Beth Ann Keeton** received the Una Award, honoring her nearly 50 years of faithful service to the Red Cross. Since the summers she spent as a Water Safety Aide, Beth Ann is now engaged in all parts of our mission. Today, she serves her region as a member of the Tiffany Circle Steering Committee, Chapter Board and Disaster Action Team, as well as a Blood Donor Ambassador and Disaster Workforce Engagement Instructor. She also plays several roles in supporting Volunteer Services.

In addition, Tennessee Region Tiffany Circle and Chairman's Council member **Barbara Bovender** was the recipient of the Above and Beyond Award, which honors her extraordinary leadership, advocacy and service with the Tiffany Circle in support of the Red Cross mission locally, nationally and internationally. For years, Barbara has gone "above and beyond" in all she does, but particularly in her leadership roles as a member of the Tiffany Circle National Council, Tennessee Region Steering Committee and Tiffany Circle Chapter Chair.



(L-R) Chairman of the Board of Governors Bonnie McElveen Hunter, President and CEO Gail McGovern, Tiffany Circle members Tricia McDowell, who received Barbara's award on her behalf, Beth Ann Keeton, Teri Pollitt and Nisha Baxi.

TIFFANY CIRCLE MEMBERS RAISE MORE THAN \$1.3 MILLION FOR THE SICKLE CELL INITIATIVE

Summit participants also deepened their knowledge and understanding of sickle cell disease, the most common genetic blood disease affecting about 100,000 people in the U.S., predominantly those of African, Latin and Mediterranean descent. This painful and life-threatening disease is often treated with blood transfusions, as many as 100 annually throughout patients' lives. However, frequent transfusions can trigger adverse reactions. To prevent complications, blood must be compatible. And we know that one in three African American blood donors is a match for people with sickle cell disease. That's why the Red Cross launched our [Sickle Cell Initiative](#) to grow the number of blood donors who are Black.

After hearing moving stories of patients and families impacted by sickle cell disease, 89 generous members and friends were inspired to invest more than \$1.3 million — nearly double our fundraising goal — in support of the Red Cross Sickle Cell Initiative and 18 specialized Power Red machines.

The group's unprecedented generosity will help the Red Cross engage the next generation of blood donors, leverage strategic and meaningful partnerships with Black community leaders and organizations, and continue to conduct specialized testing, typing and matching for potential sickle cell matches from first-time blood donors who identify as African American or multiracial.

As the largest single blood collection organization in the U.S, the Red Cross is uniquely positioned and staunchly dedicated to fulfilling the blood product needs of those facing medical emergencies like sickle cell disease. With deep gratitude, we share our heartfelt thanks to Tiffany Circle members and friends who have invested in this work and who continue to advocate for those in need.



L-R: Central & Southern Ohio Region Tiffany Circle member Marilyn McClure-Demers and Southeast and Caribbean Division Fundraising Vice President Deirdre Dixon during the collective giving appeal at the 2023 Tiffany Circle Summit.



L-R: Dr. Baia Lasky, Chief Medical Officer, Southeast Division; Rena Witherspoon, Senior Program Director for Diverse Donors and Field Engagement; and Teanika Hoffman, Sickle Cell Warrior and Blood Drive Ambassador, serve as panelists during a discussion about Biomedical Services at the 2023 Tiffany Circle Summit.

TIFFANY CIRCLE *Summit* RECAP



WOMEN LEADING
THROUGH PHILANTHROPY
Supporting Red Cross and Red Crescent Societies

TIFFANY CIRCLE AROUND THE WORLD: INTERNATIONAL GROWTH AND IMPACT

During a special Summit breakout session, members of the Tiffany Circle International Council (TCIC) presented on their global growth and the life-changing programs that their sister societies are supporting. With great enthusiasm, this passionate group is expanding the footprint and humanitarian impact around the globe.

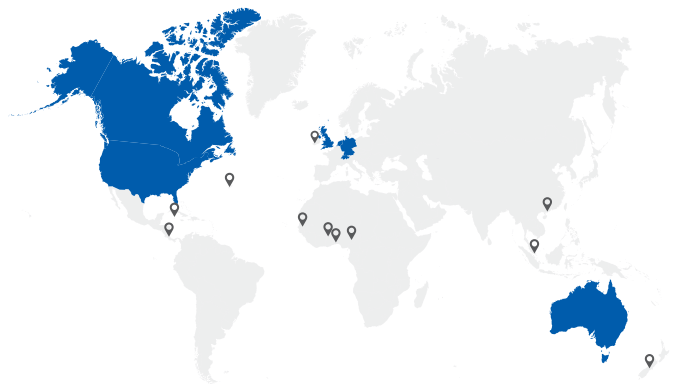


“Tiffany Circle is sparking global impact and building a community of women leading through philanthropy. Together with our Tiffany Circle international sisters, we are making our National Societies stronger by providing hope, education, training, humanitarian aid and so much more. Given the strength of women to make a difference in the world, we honor and stand for humanity, impartiality, neutrality, independence, voluntary service, unity and universality.”

American Red Cross Tiffany Circle National Council and Tiffany Circle International Council member, Founding Chair and current TCIC Co-Chair Elaine Lyerly speaks to fellow members at the 2023 Summit.



Chair of the TCIC Global Outreach Workgroup Dorien ter Haar and founding member of the Tiffany Circle West Africa Absa Faty Kane.



■ Countries with a Tiffany Circle

📍 These countries are where the Global Outreach Workgroup has engaged in discussions with the National Society, which may or may not result in the formation of a Tiffany Circle: Bermuda, Cayman Islands, Costa Rica, Ghana, Hong Kong, Ireland, New Zealand, Nigeria, Senegal, Singapore and Togo.

Our Response to the Hawaii Wildfires

Tiffany Circle members were moved to support the communities impacted by the devastating wildfires in Hawaii. Wisconsin Tiffany Circle member Jane Nesbitt deployed to Maui in September 2023. As a nurse, Jane has focused closely on shelter wellness. While Jane had been a Red Cross disaster volunteer for over 10 years, this assignment was different for her. It was the first time she had deployed to a community affected by wildfires, and Maui happened to be where she and

her husband honeymooned. Since then, Jane and her husband had returned to Hawaii each year.

Jane shared that her experiences as a disaster response volunteer have been incredibly rewarding and have made her a better person. “The days were long,” she continued. “But it was so satisfying to give assistance to those needing food, shelter or just a listening ear.”



“My anticipation was very mixed from the usual emotions of deployment to emotions of going to an area in which I was very familiar,” said Jane. “It was very emotional at first.”

Wisconsin Region Tiffany Circle member Jane Nesbitt before she deployed to assist with our Hawaii Wildfire relief effort.



Going Above and Beyond

When disasters strike, members of our fellow Tiffany Circle respond. When wildfires spread rapidly across Maui, Hawaii Board Chair and Tiffany Circle member Maya Rogers put forth a \$100,000 challenge to inspire above-and-beyond giving from Board and Tiffany Circle members nationwide. We are grateful for the generous donors who answered the call, investing nearly \$100,000 in Disaster Relief as of November 30, 2023.

“In the wake of this terrible disaster, I had the opportunity to witness the impact of our mission firsthand in Maui. There, I met fellow Tiffany Circle member Megan Erk, who was leading the National Incident Command Team on the ground. For Megan, this mission hit especially close to home, as she is a former Maui resident, and her kids had grown up on the shores of Lahaina. Witnessing the courage and dedication of people like Megan and all our volunteers deployed from across the nation reaffirmed my belief in the Red Cross’ unique role in disaster relief.”



R-L: Hawaii Region Board Chair and Tiffany Circle member Maya Rogers speaks with fellow member Megan Erk of the Northern California Coastal Region.

For information on how the Red Cross is helping those affected, visit our [Hawaii Wildfires One-Month Report](#) and [Storymap](#).



Georgia Region Tiffany Circle members (left to right) Susie Trotochaud, Linda Stueber, Deborah Bannworth and Rachel Maree participate in the region's *Sound the Alarm* smoke alarm installation program.



New members of the Tiffany Circle Puerto Rico Chapter proudly display their Tiffany Circle bracelets and charms. Left to right: Dr. Allison Toledo; Iliia M. Morales Toledo; Viviana Mercado, Glendaliz Acevedo; Janet Díaz Salicrup, Esq.; Dr. Anna Di Marco; Lilian Díaz; Lissette Rodríguez, Esq.; Dr. Marelli Colón Emeric and Sofía García Ramirez.



Two generations of Tiffany Circle members in the South Carolina region (left to right) Holly McCall and her mother Keeter Horton with their friend and former Red Cross staff member Mary Thomas.



Members of the Tiffany Circle gather at the 2023 Summit in Washington, D.C.



American Red Cross

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



American Red Cross
Tiffany Circle

The Tiffany Circle is a community of women leaders who advance the American Red Cross mission through a focused investment of time, talent and treasure by engaging and embracing women locally, nationally and internationally.